

ABSTRACT OF THE DISCLOSURE

A heat-transfer label is particularly well-suited for use on silane-treated glass containers of the type that are subjected to pasteurization conditions, regardless of whether the glass containers have been pre-treated previously with polyethylene, oleic acid, stearate or the like. The heat transfer label comprises (a) a support portion consisting of a sheet of paper or film overcoated with a layer of releasable material such as polyethylene and (b) a transfer portion over said support portion for transfer of the transfer portion from the support portion to an article, upon application of heat to the support portion, and placing the transfer portion in contact with the article.